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(71) Applicant (for all designated States except US): ELEC-  
TRONICS AND TELECOMMUNICATIONS RE-  
SEARCH INSTITUTE [KR/KR]; 161, Gajeong-dong,  
Yuseong-gu, Daejeon 305-350 (KR).

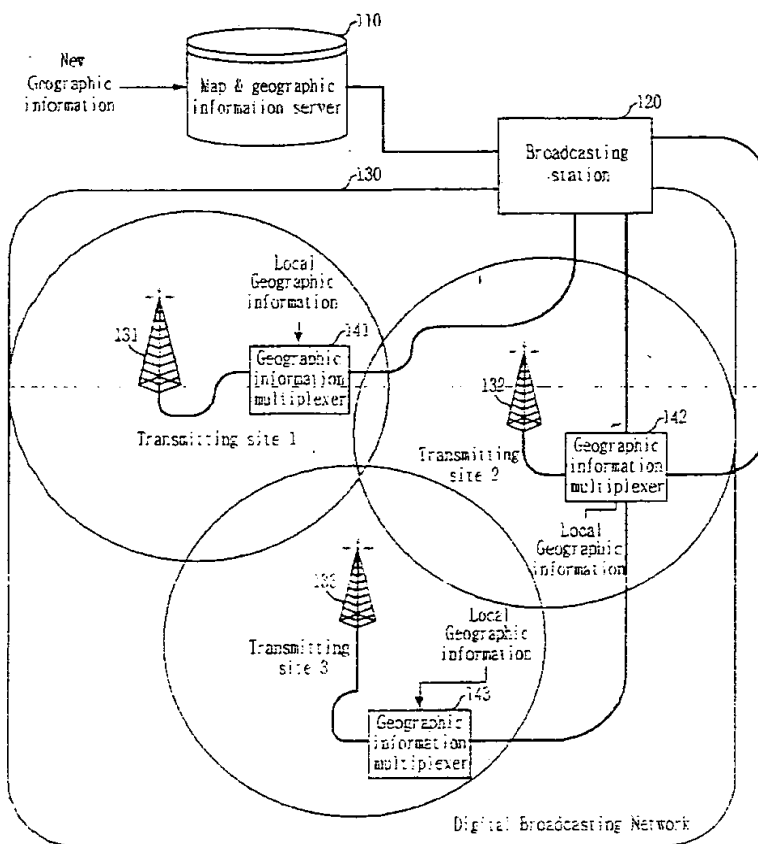
(72) Inventors; and

(75) Inventors/Applicants (for US only): CHO, Sammo  
[KR/KR]; #106-1105 Hanmaeul Apt., Songgang-dong,  
Yuseong-gu, Daejeon 305-756 (KR). KIM, Geon [KR/KR];  
#101-1002 Hansol Apt., Songgang-dong, Yuseong-gu,  
Daejeon 305-758 (KR). LEE, Hyun [KR/KR]; #2-203  
Garam Villa, Sinseong-dong, Yuseong-gu, Daejeon 305-804  
(KR). LEE, Gwang-Soon [KR/KR]; #407-302 Yeolmae  
maeul Apt., Jijok-dong Yuseong-gu, Daejeon 305-770  
(KR). HAHM, Young-Kwon [KR/KR]; #133-101 Hanbit  
Apt., Eoeun-dong, Yuseong-gu, Daejeon 305-755 (KR).  
AHN, Chung-hyun [KR/KR]; #101-705 Hyundai Apt.,  
Doryong-dong, Yuseong-gu, Daejeon 305-340 (KR). LEE,  
Soo-In [KR/KR]; #106-606 Clover Apt., Dunsan 1-dong,  
Seo-gu, Daejeon 302-772 (KR).

(74) Agent: SHINSUNG PATENT FIRM; 2F, Line Bldg.,  
823-30, Yeoksam-dong, Kangnam-gu, Seoul 135-080  
(KR).

[Continued on next page]

(54) Title: GEOGRAPHIC INFORMATION TRANSCIEIVING SYSTEM AND METHOD THEREOF



(57) Abstract: Provided is a geographic information transceiving system and method using a digital broadcasting network. The system and method segments new geographic and map data of a region, on which a geographic information service is provided, makes data segment files of different sizes, and multiplexes and transmits the files. A geographic information transmitting system includes: a geographic information collector for receiving real-time geographic information and real-time traffic information; a geographic information processor for extracting/processing local geographic information and local traffic information from the geographic information collecting means and outputting whole area information, geographic information and traffic information for a plurality of resolution levels; a digital broadcasting unit for converting and transmitting the geographic information/traffic information data in conformity to digital broadcast signals; a geographic information multiplexer for multiplexing the geographic information/traffic information data; and a transmitter for transmitting the multiplexed geographic information/traffic information data to a corresponding region.

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